

CHOICE OF VOCATION IS BIG PROBLEM FOR EVERY CHILD NOW

Rev. C. C. Rowleson Talks Interestingly of the Question in Sermon

"The choice of a vocation" was the interesting topic of a sermon by Rev. C. C. Rowleson at the First Congregational church Sunday morning. He said in part:

"There is nothing more interesting—sometimes there is nothing more tragic—than our young people's endeavors to discover their particular life tasks. The only other comparable thing is the study of the failures and achievements of us older people and the faculty with which we hand upon our children the limitations from which we have never been able to escape."

"There are three fundamentally important elements in the making of the choice of a vocation, which must first be considered. Without this consideration, the right choice is accidental. It is dangerous to rest our lives upon accident."

"One has but one life to live; a reasonable being, such as man is supposed to be, wants to make that one life count for as much as possible. Some mistakes are inevitable, but that the life-program should be a mistake is not inevitable, and we should use every precaution to avoid such a mistake."

"No satisfactory choice is possible without the conviction that every man's life is a plan of God. This degree of foreordination is eternal truth, and is the basis of all satisfactory human experience."

"One must have the faith that seeking each day to carry out the divine plan for him that day will be one of the truest guides into the divine plan for life."

"One thus becomes aware how opposite this is to the common effort of satisfying the craving to be 'on top'—the biggest duck in the puddle. A most interesting indication of the difference here indicated is the attitude of an ordinary hoodlum gang leader, in contrast with the high-minded leadership of 'Bo' McMillan."

Parental Ideals

"Self-unfolding and self-expression must be the ideals of the true parent. The ideal of a parent, as parents, for our children is the highest possible development of the acquisitive capacity. To gain, to hold, to own for oneself, as an inherent value, is constantly encouraged by us."

"Yet without question this is the most unchristian attitude. It is, moreover, the greatest social peril of our day. To gain money because 'money talks'; to possess and hold property that I may dictate policies; these are but to make as our ideals the principle that might makes right."

"Some of us heard Count Tolstoy a few weeks ago, when he told us that the most impressive thing following the overthrow of the Tsar was the influence of every street corner of Moscow and Petrograd of agitators pointing to the houses and public buildings and saying, 'Your labor created those; they are yours—take them!'"

"But is not that attitude as justifiable as that of the successful who hold property, not as a sacred trust for the common good, but simply upon the principle, 'I have it; therefore it is mine? At any rate, the attitude of the property holder, the merely acquisitive attitude, is sure to produce the holiest attitude in the uneducated mind, developed with the sole motive of acquisitiveness."

"The ideal must be that of giving, rather than that of getting. That alone is Christian. It means self-expression rather than self-exploitation; the enrichment of the capacity of rendering service, rather than the capacity to require and enjoy the service of others."

Real Opportunities

What are the real life-opportunities for self-unfolding and self-expression? "The old ideal callings were law, including politics; medicine, the ministry, including missionary work, teaching."

"The new appeals, rather transcending these, are: business including commerce; engineering, including everything; social service of a multitude of kinds, including the insurance agent; clerks of a thousand varieties."

"Still looked upon as unideal, if not degrading, now farming, except by the kindergarten variety; semi-skilled labor of every sort."

"We cannot take time to discuss these, to show their varied values and importance to society."

"The ideal life for many must be that of fullest devotion to self-expression."

DID PAIN DISTURB YOUR SLEEP?

THE pain and torture of rheumatism can be quickly relieved by an application of Sloan's Liniment. It brings warmth, ease and comfort and lets you sleep soundly. Always have a bottle handy and apply when you feel the first twinge. It penetrates without rubbing.

It's splendid to take the pain out of tired, aching muscles, sprains and strains, stiff joints, and lame backs. For forty years pain's enemy. Ask your neighbor.

At all druggists—35c, 70c, \$1.40.

Sloan's Liniment (Pain's enemy)

BAKE-RITE BREAD
at
OTTO SCHWARTZ
707 Rose St.

THE DUFFS

OH HELEN, THIS AFTERNOON WHILE I WAS OUT I GOT THE REST OF THE DOPE ON THAT SCANDAL I WAS TELLING YOU ABOUT—SOME HOT STUFF TOO—I GOT IT STRAIGHT—



I GOT THE WHOLE STORY FROM THE START!



COME IN HERE AND WE CAN SHUT THE DOOR!



HELEN, OH, HELEN! WHEN DO WE EAT?



FRECKLES

SHUCKS! I CAN'T TELL A 'D' FROM A 'B'.



SEE—THAT'S A 'D' AND THAT OVER THERE IS A 'B'.



NOW D'YA UNDERSTAND, ALEK?



NO—HOW CAN YA TELL WHICH IS WHICH?



THAT'S EASY—THE 'B' HAS ITS STOMACH AT TH' BACK!



BY BLOSSER

A MATTER OF PHYSIOLOGY

NORDMAN ASKS PROBE OF PRICES CHARGED FOR CUT-OVER LANDS

Says Subject Should be Discussed at Tri-State Meeting at Milwaukee

MADISON, Wis.—The cause of high prices charged for land and the conditions which force settlers to establish themselves on poor lands in the cut-over regions of Wisconsin, Minnesota and Michigan when great areas of better land are available for cultivation, should be considered by the Tri-State development conference to be held in Milwaukee this week, Edward Nordman, commissioner of Markets, said Monday in a statement.

Development conferences such as the one to be held in Milwaukee are for two purposes, Mr. Nordman declared, one to sell land at a good price, the other to build up a community of prosperous, contented people, where formerly there was uninhabited territory and waste land.

"The first of these refers to the high prices being charged settlers of cut-over regions for their land," the commissioner said. "These prices," he continued, "are usually out of all proportion to their value. Settlers are charged a speculative price which forces them from the start to pay in-

terest and ultimately the principal on values which they never received.

"The other matter which this conference could discuss refers to the conditions which force settlers to locate on poor lands when there are innumerable acres of good land available in the cut-over regions."

"Thousands of settlers are now occupying land of this character and consequently are making a miserable failure of their farming when they might succeed if they had good land that was reasonably located."

"There is plenty of good land in the cut-over regions of the states mentioned and no one should be allowed the privilege of invading poor people into a situation where failure is certain to the detriment not only of themselves but the community in general."

These are some of the questions which this conference should take up, and in the interests of justice to the settler and a better and quicker development of the cut-over regions, let us hope it will do so."

Says Uncle Eben

"Dar's a heap of gratitude," said Uncle Eben, "but don't never get proper expression, for de reason dat fullness of de heart is mighty liable to deprive a man of de power of speech-makin'."



When in Chicago
Make Your Home at the

HOTEL PLANTERS

19 N. CLARK ST.
Just North of Madison St.
"In the heart of the loop"
Absolutely Fireproof
250 Light, Airy
Well-Furnished Rooms
Self-Service Restaurant

Excellent cuisine, noted for its delicious coffee and juicy steaks. An ideal hotel for country guests. All the comforts of the finest hotels at a reasonable price. Everything modern and convenient. Just around the corner from every place of importance.

European Plan
\$2.00 per day and up
Write or wire for reservations
E. L. WENZEL J. C. McCORMICK
President Secretary

Increases the action of the intestines

Hundreds of men and women have already found freedom from laxatives by eating Fleischmann's fresh yeast.

Doctors are now agreed that proper elimination of waste matter should be brought about by food. One doctor comes right out and states plainly that the indiscriminate use of cathartics is one of the causes of constipation.

Physicians all over the country are recommending Fleischmann's fresh yeast because it is a fresh food, rich in those elements which keep the intestines healthy. In one series of tested cases, normal functions were restored in from 3 days to 5 weeks.

Try it out for yourself. Begin today by adding 2 or 3 cakes of Fleischmann's Yeast to your everyday diet. Keep it up and see how normally and regularly your intestines act. Be sure it's Fleischmann's Yeast—the familiar tin-foil package with the yellow label. Place a standing order with your grocer.

TETLEY, Funeral Director

Formerly of Tetley, Sletten & Dahl.

announces herewith that the New Tetley Mortuary will be opened on or about March 1st. Until that time all those desiring Mr. Tetley's services will please call 1396-C, residence 727 West Ave. South. The same prompt and efficient service that characterized his work in the past will be rendered.

IF BACKACHEY OR KIDNEYS BOTHER

East less meat, also take glass of Salts before eating Breakfast

True acid in meat excites the kidneys, they become overworked; get sluggish, ache and feel like lumps of lead. When the kidneys clear you must help them flush off the body's waste or you'll be a real sick person shortly. At first you feel a dull misery in the kidney region, you suffer from backache, sick headache, dizziness, stomach gets sour, tongue coated and you feel rheumatic twinges when the weather is bad.

Get less meat, drink lots of water; also get from any pharmacist four ounces of Jad Salts; take a tablespoonful in a glass of water before breakfast for a few days. This famous salt is made from the acid of grapes and lemon juice, combined with lithia and has been used for generations to neutralize the acid, so it no longer is a source of irritation.

Jad Salts is inexpensive, cannot injure; makes a delightful effervescent lithia-water drink which everyone should take now and then. Druggists here say they sell lots of Jad Salts to folks who believe in overcoming kidney trouble while it is only trouble.

JOY REIGNS SUPREME IN "FOOL'S PARADISE"
—See Friday's Paper.

BY ALLMAN

AMERICAN MARINES WIN THE FOOTBALL TITLE FOR CHINA

Win Over Shanghai American Club by the Score of 35 to 10

TERING.—The football championship of China has now been won by a team representing the American marines stationed in Peking as the legation guard. The title was won after the championship of North China had been clinched by a defeat of the Fifteenth Infantry and by a game with the team from the American club of Shanghai which went to the credit of Peking by the score of 35 to 10. The final game was played in Shanghai before a crowd of about 2,000 spectators on the 21st of December.

The marine team had practiced for about two months under the coaching of Captain Tenney, a former halfback at Brown university, and two former Princeton players. The brand of football which they put up would have compared favorably with that of many college teams in America and throughout the short season of three games the marine squad was relieved of all other duties. The trip to Shanghai was taken by seventeen men and the squad was accompanied by Colonel Kammann, commander of the legation guard in Peking as well as by Coach Tenney and the marine athletic officer.

To Save the Christmas Trees

A movement has been started in Vermont to have the Christmas trees of that part of the country by reforestation. It is said that the state alone has been furnishing five million trees annually and the Christmas tree as well as holly and mistletoe will soon be extinct unless something is done to save them. There are twenty-five kinds of trees used for this purpose and ten of them are found in North America.

Advertising induces a first sale

But "Quality" alone makes permanent custom

"SALADA" TEA

Once tried, is never forsaken
Sealed packets only Black, Green or mixed

Barron's

In the Great Ready-to-Wear Section

Taffeta Frocks

Youthful styles as well as the more matronly, in Taffeta, Canton and Georgette Crepes. All Taffeta Frocks are up-to-the-minute styles and they are beauties, trimmed of self materials and contrasting colors. Ruffles, ruffles and silk flowers form the trimmings. Prices are:

\$25.00 and \$35.00

It is the wise shopper that shops around and buys by comparison, and we advise comparison in all cases.

New Wash Goods

Time to get Spring Dresses made. This year we can sell you a pure linen Dress Suiting at \$1.00, in all the wanted shades—they are fast colors, full 36 inches wide.

RATINE is another new cloth which will be in demand this spring—36-inch, plain colors, at \$1.25 per yard.

GINGHAMS of every color and degree of fineness—a great big line—20c to 75c. Every quality which is a good quality, is here.

Hosiery Section

Get Silk Hose now—Pure silk seamless, seamed back, lisle tops, foot, sole, heel and toe, \$1.20, \$1.35, \$1.50—and every one the good wearing kind.

At \$2.10 our full fashioned number is better than anything we have ever had. By actual test, the best wearing, full fashioned stocking we have ever had—black, brown and navy.

Buy Notions

Buy them from a complete stock—a quality stock—and when you are doing your spring sewing don't forget those Bias Bands, in white and colors, nor those seam-binding bands, in colors.

New Spring Millinery

The new Spring Tailored Hats are here—and not only just a few of them, but a BIG showing—no two alike, and every material a Spring Hat can be made of is shown.

And the Riot of Color—Black and white, orchid, periwinkle, reds, blues—but you can see them all if you will come to this section.

The La Crosse Hi-Tribune

DEBATE TEAMS WIN IN TRIANGULAR CONTESTS

La Crosse Triangles, Monday night, won the triangular contest.

The contest was held at the La Crosse High School, and the La Crosse Triangles team, consisting of the following members, won the contest.

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THE LA CROSSE HISTORICAL SOCIETY

The La Crosse Historical Society, which was organized in 1892, has been active in the collection and preservation of the city's history.

PATRIOTIC PLAY GIVEN BY DRAMATIC CLUBS

The La Crosse Dramatic Clubs, which were organized in 1912, have given a patriotic play, "The Story of the American Flag," at the La Crosse High School.

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GAMES LOST BY ONE POINT

The La Crosse High School basketball team, which was organized in 1912, has been active in the collection and preservation of the city's history.

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SCHOOL GOSSIP

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WOULD YOU LIKE TO WIN \$100.00

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Children Cry for Fletcher's

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CASTORIA

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Rid Yourself of Constipation With a Delicious Nature Food!

Constipation can be relieved permanently in the simplest way imaginable. If you will eat Kellogg's Bran, cooked and crumbled, regularly, you will find yourself freed from this annoying and dangerous condition. Your physician will endorse the use of Kellogg's Bran for constipation. We guarantee that it will give permanent relief provided you eat at least two tablespoonfuls daily. For chronic cases, eat as much as is necessary. Besides, it will free the bowels from disagreeable intestinal odors and clear up pimply skin!

You should know all about Kellogg's Bran, cooked and crumbled. It is not only a wonderfully beneficial nature food, but it is a delicious cereal, eaten as a cereal with milk or cream and sugar, or sprinkled on your favorite cereal. Kellogg's Bran is used in the

preparation of many delectable foods such as raisin bread, muffins, macaroni, pancakes, etc. for its nut-like flavor as well as for its remarkable health quality.

Kellogg's Bran sweeps, cleanses and purifies the bowels without irritation or discomfort. It is as beneficial for children as for older people. It does wonderful work for everybody.

Pills and cathartics are dangerous to health because they irritate the delicate intestinal passages. And they never can and never will give permanent relief. Their action is only temporary at best. What you need is permanent relief from constipation. And you can get it with the regular use of Kellogg's Bran, cooked and crumbled. Your grocer has it.

GIRLS! USE LEMONS TO WHITEN HANDS

Press the juice of two lemons into a bottle containing three ounces of Glycerin White, which any drug store will supply for a few cents. Shake well and use as a hand cream. It is not only a beautifier of the hands, but it is a wonderful skin cleanser and whitener. It is also a wonderful skin cleanser and whitener. It is also a wonderful skin cleanser and whitener.

Take Downtown Street Cars to "FOOL'S PARADISE" See Friday's Paper.

Blankets still as soft and fleecy as the day you first tucked them in

YOU had had one pair ruined. Cake soap-rubbing-and your handsome blankets returned to you matted and shrunken-their softness and fleeciness gone.

They could not stand the old stern methods. Wool is more sensitive than any other fabric, and requires more careful laundering. Even the suds from a harsh soap or harsh soap flake will make its delicate scale-like fibers tangle and shrink.

With Lux you need not

hesitate to wash your soft, fleecy blankets at the first sign of dinginess.

The creamy, satiny Lux flakes whisk into a thick lather. There is no rubbing to shrink and mat the tiny fibres-not one bit of solid soap to stick to the soft wool and yellow it. Your blankets come from their Lux bath as big and soft as when you put them in.

Your grocer, druggist, or department store has Lux. Lever Bros. Co., Cambridge, Mass.

These woolen manufacturers say "Wash woollens in Lux"

NORTH STAR WOOLEN MILLS Co.
Makers of fine blankets
SIMON ASCHER & Co.
Ascher's Knit Goods
WILLIAM CARTER Co.
Carter's Knit Goods
JACOB'S WOOLENS
Smart Sports Woollens



LUX

Name the Visible Objects in This Picture, Starting With Letter "P"

The above picture is brimming over with fun and frolic. It is also loaded with objects whose names begin with letter "P". Enjoy this highly amusing game and win a handsome cash prize. The words you are to look for are like Pig, Pail and Penny which you see plainly at a glance. How many more are there? Twenty-five grand cash prizes will be distributed to the twenty-five largest and nearest correct lists of words, in their order of correctness, the first-if fully qualified-in the amount of \$1,000.00; the second under the same conditions, \$500.00, and so on down the line as noted in prize box shown below. Go over the rules carefully and then start your list.

A GOOD TIME ASSURED EVERY ONE!

Don't say you're too old or too young to play because that isn't a fact. If you can read and write the English language you have the necessary equipment to participate. You don't have to spend a penny unless you want to, and you will have a chance to win a handsome prize. Have the members of your entire household take part in this wonderful pastime. When your list is completed send it to the Puzzle Editor. If the picture is not clear enough, write on an enlarged copy and it will be sent you free. There is nothing mysterious about the game-all the objects are plainly shown-but the idea is to find them all. Get out your dictionary-possibly that will help you. Start your list today and watch it grow.

THE WAY TO WIN \$1,000.

To avoid errors, participants in this picture puzzle contest should study the following information regarding the qualifying of answers for the big cash prizes listed under Class A and Class B.

No money need be sent with your answer. BUT, if your answer wins first, second or third prize, you must have a check or cash prize certificate, then your answer will be awarded the prize shown under Class A.

If you send in one year subscription, new or renewal, to The Daily Dispatch or The Pioneer Press, or five one-year subscriptions to The Daily Dispatch or The Pioneer Press, or one five-year subscription to The Daily Dispatch or The Pioneer Press, and your answer wins a prize, you will receive the amount of the prize listed under Class B.

If you send in TWO one-year mail subscriptions, one two-year mail subscription, or either of the daily papers, or one one-year subscription to one of the dailies and a five-year subscription to the Farmers' Dispatch, or one daily and five one-year subscriptions to the Farmers' Dispatch, then you will, if your answer wins, receive the prize listed in Class A.

Subscriptions given to candidates in The Dispatch-Pioneer Prize SalemanSHIP Club contest (The Big Auto Contest) will qualify an answer as if sent direct to The Dispatch.

BE GUIDED BY THESE RULES.

- 1-Residents of St. Paul and Minneapolis, members of the Dispatch Printing Co., and members of the Pioneer Press, are eligible to win prizes in this contest. All other persons may participate.
- 2-Number your words: write on one side of the paper, with some name on each paper. The puzzle sheets for all other communications.
- 3-Use the qualifying blank for sending in subscriptions. Send one name and address, and whether new or renewal.
- 4-Do not use obsolete words; do not use technical words; do not use words which are found in the English Dictionary may be used. The puzzle sheet will be sent you free, but if you use the other word, it will be considered a duplicate.
- 5-Only one prize will be awarded to one name or group who have cooperated in making up the word list.
- 6-Any prize that will be paid in full to each party tied.
- 7-Only mail subscriptions in the St. Paul Dispatch or the Pioneer Press will be accepted.
- 8-If you can read and write the English language you have the necessary equipment to participate. You don't have to spend a penny unless you want to, and you will have a chance to win a handsome prize. Have the members of your entire household take part in this wonderful pastime. When your list is completed send it to the Puzzle Editor. If the picture is not clear enough, write on an enlarged copy and it will be sent you free. There is nothing mysterious about the game-all the objects are plainly shown-but the idea is to find them all. Get out your dictionary-possibly that will help you. Start your list today and watch it grow.
- 9-If you send in one year subscription, new or renewal, to The Daily Dispatch or The Pioneer Press, or five one-year subscriptions to The Daily Dispatch or The Pioneer Press, and your answer wins a prize, you will receive the amount of the prize listed under Class B.
- 10-If you send in TWO one-year mail subscriptions, one two-year mail subscription, or either of the daily papers, or one one-year subscription to one of the dailies and a five-year subscription to the Farmers' Dispatch, or one daily and five one-year subscriptions to the Farmers' Dispatch, then you will, if your answer wins, receive the prize listed in Class A.
- 11-For an answer to win prizes shown in column C, no subscription need be sent.
- 12-The word list submitted in this contest will be judged by three judges. The puzzle sheet will be sent you free, but if you use the other word, it will be considered a duplicate.
- 13-If you can read and write the English language you have the necessary equipment to participate. You don't have to spend a penny unless you want to, and you will have a chance to win a handsome prize. Have the members of your entire household take part in this wonderful pastime. When your list is completed send it to the Puzzle Editor. If the picture is not clear enough, write on an enlarged copy and it will be sent you free. There is nothing mysterious about the game-all the objects are plainly shown-but the idea is to find them all. Get out your dictionary-possibly that will help you. Start your list today and watch it grow.
- 14-The word list submitted in this contest will be judged by three judges. The puzzle sheet will be sent you free, but if you use the other word, it will be considered a duplicate.
- 15-If you can read and write the English language you have the necessary equipment to participate. You don't have to spend a penny unless you want to, and you will have a chance to win a handsome prize. Have the members of your entire household take part in this wonderful pastime. When your list is completed send it to the Puzzle Editor. If the picture is not clear enough, write on an enlarged copy and it will be sent you free. There is nothing mysterious about the game-all the objects are plainly shown-but the idea is to find them all. Get out your dictionary-possibly that will help you. Start your list today and watch it grow.

CASH PRIZE LIST

If you send in the best answer you will receive first prize. If you send the second best answer you will receive the second prize, etc. If your answer is awarded first prize and you have sent subscriptions in accordance with rule No. 8, you will receive \$1,000.00. If you are sent in subscriptions in accordance with rule No. 10, you will receive \$500.00. If you are sent in subscriptions in accordance with rule No. 12, you will receive \$250.00. This example applies to all other prizes.

MONROE COUNTY TELEPHONE LOSS IS PLACED AT \$10,000

Will be Week Before Lighting
Service Can be Restored in
Residence Sections

HIGH POWER LINE TO LA CROSSE MUST BE "THAWED OUT" FIRST

Linemen Putting in New Poles;
Catastrophe Exchange Wrecked

SPARTA, Wis.—Since there has been opportunity to get out on the lines after the storm of Wednesday, it has been learned more definitely how great the damage is to both the telephone and electric lines.

Manager R. S. Roderick, of the Wisconsin Telephone Light and Power company, got into the line and by untiring work, got the wires in shape to give light to the business district Thursday night, getting the power from the Sparta water wheel.

A crew of thirty men were at work on the lines in the city and an effort will be made to get the line to Angelo in shape at the earliest possible moment, so that power may be obtained from the Angelo plant. It will be weeks before the lines in the residence district can be put in shape, so as to give service. All day Wednesday it was feared the dam at Perch Lake would go out thus crippling the Sparta power, but so far it has withstood the great volume of water going over it.

The high power line between La Crosse and Sparta has been gone over and is found to be all right, but the power will not be turned on, until there comes a thaw, because of the danger of the heavy current going over the wires when they were so coated with ice.

The Monroe County Telephone company suffered a tremendous loss, Howard Teasdale, manager and secretary of the company, said the loss would likely reach as high as \$10,000. On Thursday, the day after the storm, there was not a single line out of the county office at La Crosse. The line to Sparta that was in shape for service, the line to Madison and Neenah will be put in order first, but it will probably be two months before the toll system is again restored. It will be months before the Toulon line can be put in order. There is not a pole standing between Sparta and Angelo, and many of them are broken right in two.

A large crew of men were working about the city Friday and Saturday. New poles were put in on Montgomery street and the line put in as good order as is possible now and a number of the residences were connected up. During the past summer a new exchange was installed at Catastrophe with a large number of patrons. This is almost completely demolished. The underground cable in the business district in the city prevented the entire business section from being out of service, but even at that, about half of it went.

North of the city for a distance of nearly four miles only two poles are standing. In other directions out of town, for some distance, there is not a pole standing. The wires in the city, outside of the business section are almost a mess, there are so twisted and broken, it will be necessary to wire anew, in many instances.

SURPLUS OF FARM LABOR REPORTED BY STATE BUREAU

MADISON, Wis.—State employment officers report a surplus of farm labor over the demand for workers, rather than a shortage, the industrial commission declared Tuesday.

"Calls for farm hands are somewhat less than a year ago," the commission says, "while applications for employment with farmers have increased slightly. Nearly 600 farmers have been received from farmers since the beginning of the year, and about 700 men have registered for farm work."

Wages range from \$25 to \$35 a month the commission reports. There are indications, it says, that fewer men will be employed on farms this year, than last year due to the low price paid for products.

Investigation has shown the commission that there are now fewer farm hands and fewer full time family laborers than on January 1, 1921.

Strategy

"You say this bank was robbed in broad daylight and nobody interfered?"

"Exactly."

"How did that happen?"

"Some of the robbers set up a motion picture camera on the sidewalk without any film in it, and briskly turned the crank while his pals barged out the loot."—Birmingham Age-Herald.

Marvelous Milk

Visiting—How much milk does the old cow give?"

Farm-Hand—"About eight quarts a day, morn'."

Visitor—"And how much of that do you get?"

Farm-Hand—"About twelve, morn'."—The Tassling Show (London).

Consolation on the Curb

The stranger in London may now go to any one of 750 friends for comfort and advice. The General Omnibus company has stationed an inspector at each important traffic center, who is especially trained to give any information regarding the way to get about the city.

Pensive Parent—Some still maintain they can see people smuggling on this beach at night.

Little Boy—Yes, I know. Grandpa said it's disgusting.—London Mail.



First close-up photo of Pope Pius XI in his papal robes to reach this country. It was taken immediately after his election.

Out in Society

DINNER DANCE HELD AT PIONEER HALL DELIGHTFUL AFFAIR

COVERS were laid for twenty-eight Monday evening at Pioneer hall when Mr. and Mrs. P. Albert Gantner entertained at dinner. The evening was delightfully spent in dancing.

MRS. M. H. HEBBERD left Saturday night for a point near Decatur, Ill., where she will visit her sister for some time. In the spring she will leave for Washington, D. C., when she will be the guest of her daughter, Miss Nellie Heberd, until warm weather. During her stay in Washington she will attend the annual meeting of the Daughters of the American Revolution.

MISS BERTHA HICKIE was a delightful hostess on Monday to twenty-four guests at afternoon coffee at her home, 929 N. 10th street.

MRS. EMILYN Pritchard of Portland, Ore., who has been the guest of her sister, Mrs. Russell V. Stormont, during the winter, is visiting friends at Charlestown, Minn. Mrs. Stormont has just returned from Madison where she visited her parents Mr. and Mrs. W. E. Barker for five weeks.

A PARTICULARLY happy event was the pre-Lenten dance of the Elks lodge Monday night. One hundred couples attended the dance. The music which was a feature of the event, was furnished by Holcomb's augmented orchestra of eleven pieces. An appetizing supper was served at 12 in the lodge rooms.

MONDAY EVENING fifteen of the choir boys of Christ Episcopal church enjoyed a very merry and delightful time at the home of Prof. and Mrs. Christopher Thornton, 207 South Seventh street, when they entertained them informally at a dinner party. Following dinner the guests played games, which they greatly enjoyed. The hostess was made very happy in the afternoon by receiving a beautiful plant from a group of the boys. Mrs. Thornton was assisted in the preparation and also in serving by Mrs. A. E. Soderberg.

THE TORCAN society of Grace chapel will meet Wednesday afternoon at the chapel parlor. A report

MR. TO-NIGHT Tomorrow Alright

It's a mild, vegetable laxative to relieve Constipation and Biliousness and keep the digestive and eliminative functions normal.

Used for over 20 years

Chips off the Old Block

MR. JUNIORS—Little MR.

One-third the regular dose. Made of pure ingredients, then candy coated.

For children and adults.

C. L. Lien, Druggist.

WAR SPIRIT NEEDED IN PEACE EXPANSION DECLARES JAPANESE

Nation Must Develop Martial Sentiment in Order to Pro- mote Industrial Welfare

TOKIO.—If the Japanese nation is to hold its own in industrial competition which is sure to result from establishment of world peace, Japan's martial spirit must be developed in proportion as armament is reduced, said Lieutenant General Yamamoto, minister of war in a statement to the Japanese press.

"A serious mistake is being made by some of the political leaders of Japan," he said, "in their efforts to disregard the martial spirit of the nation which is as essential to the peaceful expansion of the people as it is in time of war."

"The Washington conference has met with the success that was expected of it. Opinion seems to be divided on the basis for the proposed naval limitations, which is the chief of the problems before the assembly of nations; but all are of one accord in the spirit of world peace, which called them together to deliberate on those questions."

"It is a matter for regret that in their attempt to win appreciation for their spirit of world peace and in their anxiety to remove from Japan the charge of militarism, some of our political leaders have apparently lost sight of the martial spirit of the nation."

"It is wrong to consider that a martial spirit is incompatible with the limitation of armaments. In a certain sense, armament is an expression of national power, which is the sum total of various kinds of individual energy. Modern warfare, for instance, demands national industry besides shells and bayonets. Therefore if a nation is to advance and hold its own in the industrial competition that must necessarily follow on the establishment of world peace, its martial spirit must be expanded and developed to just a degree as the actual armament is reduced."

With a Little Help

May—Do tell me, Pearl, how Mr. Timmerman ever plucked up enough courage to propose. He is so dreadfully bashful.

Pearl—Oh, he seemed to do it easily enough. I merely asked him if he didn't think mamma would make an ideal mother-in-law, and he replied at once.

May—What did he say?

Pearl—Said he thought she would.

May—What then?

Pearl—Nothing. I just told him the kind of ring I wanted.—London Titbits.

Through Various Grades

Freda, a neighbor of ours, called in to see me one morning, wearing a red sweater which was rather large. I said to her, "Freda, does not that sweater belong to your big sister?"

She evidently did not have the word "sister" in her vocabulary, for she answered, "It used to belong to sister, but every time mamma washes it, it grows younger and younger until now it fits me."—Chicago Tribune.

That's Just the Point

Senator Jones is going to request a vote to make senators stick to the point.

Who is going to find the point for them?—Life.

Upset Stomach, Gas, Indigestion

"Pape's Diapepsin" gives
Relief in Five Minutes

Stomach acidity causes indigestion. Food souring, gas, distress! Wonder what upset your stomach? Well, don't bother! The moment you eat a tablet of Pape's Diapepsin, all the pains of indigestion, the sourness, heartburn and belching of gases, due to acidity, vanish—truly wonderful! Millions of people know that it is needless to be bothered with indigestion, dyspepsia or a disordered stomach. A few tablets of Pape's Diapepsin neutralize acidity and give relief at once—no waiting! Buy a sixty-cent case of Pape's Diapepsin now! Don't stay miserable. Regulate your stomach so you can eat favorite foods without causing regret.

MR. AND MRS. O. T. Davidson of Oshkosh announce the marriage of their daughter, Doris, to Herman C. Renstrom on Saturday, February 25.

OUCH! PAIN, PAIN. RUB RHEUMATIC, ACHING JOINTS

St. Jacobs Oil stops any pain, and rheumatism is pain only.

Not one case in fifty requires internal treatment. Stop Grugging! Rub soothing, penetrating St. Jacobs Oil right into your sore, stiff, aching joints, and relief comes instantly. St. Jacobs Oil is a harmless rheumatism ointment, which never disappoints, and cannot burn the skin.

Lumber up! Quit complaining! Get a small trial bottle of old, honest St. Jacobs Oil at any drug store, and in just a moment you'll be free from rheumatic pain, soreness and stiffness. Don't suffer! Relief awaits you. St. Jacobs Oil is just as good for sciatica, neuralgia, lumbago, backache, sprains.

THE HOUSE OF SATISFACTION

FIELDS

425 Main St., La Crosse, Wis.—Phone 134

Exclusive Apparel For Women and Misses at Popular Prices.

97 WIS. ST. MILWAUKEE

PATENTS

BRANCH OFFICE WASHINGTON, D.C.

YOUNG AND YOUNG

City Briefs

Dance tonight, Yeomen hall, Clark's, 7:30 to 9:30.

Equip your car with a Safety First Automatic Signal. Call Frank Horvick, Exclusive Distributor, 1703-M for demonstration.

Miss Margaret Janko, has returned from Lovelton, where she spent the week-end.

Armory roller rink Wed. night. Tag-of-war or roller skates.

Pre-Lenten Dance. Last chance to dance before Lent at Concordia Hall Tues. Feb. 28. Given by Novelty Dancing Club. Music by Marking's orchestra.

The largest line of electric fixtures to pick from in the city, Linker Elec. Co.

Miss Ruth Miller, 712 Charles street, has recovered from her week's illness.

For Life Insurance, or automobile liability, fire etc., see H. H. Long for rates.

Your plumbing troubles promptly attended to. W. E. Schram, Phone 46.

Osteopathy—Dr. Joris, Newburg Bldg. Victor records on sale tomorrow. Lehigh Plate, Co.

Mrs. Oscar Jorde, 423 north Tenth street is recovering rapidly from her attack of pneumonia.

Two-Four-O.

Popular Dance. Next Novelty dance will be given Thursday, Mar. 2nd, 8:30 to 11:30. Music by orchestra. Everybody welcome. 55c per couple.

Dr. Thornton, Osteopath, Linker Bldg. (Hours, 10 to 4, except Sat.

Mr. Lloyd Jewett, Sparta was a visitor here Sunday.

Oldest Company in U. S. A. Mutual Life of New York, H. H. Long, Representative.

Pneumonia? Consult Dr. Burritt, dentist, State Bank Bldg. X-rays taken.

Armory roller rink Wed. night. Tag-of-war or roller skates.

Light Lunches, Elite and Iris.

Miss Olive Clement, 1300 Caladula street, has recovered from her illness.

March Victor records on sale tomorrow. Lehigh Plate, Co.

Roller Skating at Kuba's hall tonight.

Dr. Watterson, painless dentist, fills and extracts teeth without pain.

Miss Abbea Gallagher, has recovered from her week's illness.

E. F. U. meeting Wed. Mar. 1st.

We specialize in electric flat iron repairs. Linker Elec. Co.

Columbia Records Weis Book Store.

Try our delicious lunches, Elite and Iris.

A patent has been granted to Chas. S. Cone of La Crosse, for a stamp vending machine.

Use Common Sense. Load your Kodak with fresh films at Bond's Store.

Baggage transferred by Gateway City Transfer Co. Phone 179 before 6 p. m.

Born to Mr. and Mrs. Edwin Schilling, 1112 South Seventh street a son.

Collections, Insurance, Loans, L. B. Overberg, Rivoli, Bldg.

Ask Fourth Building Association. Mr. and Mrs. Arch Mosher, 1033

Rose, have returned from Waukesha where they visited friends for a few days.

Miss Marion Kelley, 728 Gould street will leave this week for Minneapolis, where she will take up nursing.

Ellevia Gilbert, deputy county clerk, returned to her duties in the courthouse after several week's illness.

Olle Lund, county treasurer, has been confined to his home for several days from the effects of a severe cold.

PARDON DAY SET FOR MARCH 15TH

MADISON, Wis.—Pardon day will be held by Governor Blaine on Wednesday, March 15, the executive office announced Tuesday. It was postponed one week from March 8 because of the Governor's absence from the state.

The usual number of applications are expected.

There is constant danger in an oily skin



A skin that is too oily is easily infected by dust and dirt. Use this treatment to overcome excessive oiliness:

With warm water work up a heavy lather of Woodbury's Facial Soap in your hands. Apply it to your face and rub it into the pores thoroughly—always with an upward and outward motion. Rinse with warm water, then with cold. If possible rub your face for thirty seconds with a piece of ice.

Begin this treatment tonight. Within a week or ten days you will notice a marked improvement. The Andrew Jergens Company.

Copyright 1925, by The Andrew Jergens Co.

Eat Fresh Fruits and Vegetables

LEAF LETTUCE	CELERY
NEW CABBAGE	CARROTS
	BEETS
CALIFORNIA ORANGES	
FLORIDA GRAPE FRUIT	

Good at any time of the day.

CALL YOUR GROCER OR

JOHN C. BURNS FRUIT HOUSE

Eat Fresh Fruits and Vegetables every day.

COKE

Nut Size - - \$12.90 ton
Furnace Size \$14.00 ton

Our Prices Make Friends.
Our Quality Holds Them.

WHITEBREAST COAL CO.

JNO. C. BURNS, Pres.; F. W. FOX, Vice-Pres.; J. D. BECKER, Secy-Treas.

217 CASS STREET

CUTICURA HEALS ECZEMA ON CHILD

On Face and Neck. In Pimples. Itched and Burned.

"When my sister was ten months old eczema broke out on her face and neck in small pimples, which spread rapidly. It itched and burned so she was unable to sleep, and her body was a mass of sore eruptions. She had to be carried around on a pillow."

"A friend recommended Cuticura Soap and Ointment and after using one cake of Cuticura Soap and one box of Cuticura Ointment she was healed." (Signed) Mrs. J. S. Smith, Box 118, Lakota, No. Dakota.

Give Cuticura Soap, Ointment and Takum the care of your skin.

Sample Each Free by Mail. Address: "Cuticura Laboratories, Dept. B, Malden, Mass." Sold everywhere. Soap 25c. Ointment 15c and 50c. Takum 25c.

Hot Cross Buns

Every WEDNESDAY and FRIDAY during Lent.

Specify Franzmann and Manning's at your grocer.

La Crosse County Milk Week

and every week serve

REAL Bread

and plenty of pure rich milk.

FRANZMANN & MANNING

Tenth and Adams Phone 2006-A

GLAD TU MEAT CHU

Veal Stew, at per pound	6c
Veal Breast, at per pound	10c
Veal Roast, per pound	12½c
Soup Meat, at per pound	5c
Pot Roast Beef, per pound	10c
Rollad Beef Rib Roast, pound	15c
Hearts, at per pound	5c

JEHLEN & SONS

121 So. 3rd. Phone 236.

HORTICULTURAL CLUB AT UNION MILLS HAS SPLENDID MEETING

W. E. Spreiter and Carl Schafer Give Interesting Talks at Rural Gathering

On Friday evening, February 24th, the Union Mills Horticultural club held its third regular meeting at the Union Mills school. The following program was rendered and enjoyed: Song, "Stand Up For Uncle Sam, My Boys," by school; Virginia Silha, violin selection, Sarah Brown, reading, "Pansy," Anne Evans, song, "Gladness," upper grade girls.

Following this Mr. W. E. Spreiter gave a talk on the importance of spraying fruit trees on the farm. No farmer has an orchard large enough to make it pay to buy a power sprayer alone, but if spray rings are formed all the cost is less to each and they all receive the same amount of benefit.

Our home grown fruit trees do not bear enough fruit for the home consumption unless spraying is done to do away with insects and pests. The also gave a few pointers on pruning and marketing the home grown crop if more than enough fruit was raised for home consumption.

Mr. Carl Schafer, florist of the John A. Salzer Seed company, gave a talk on beautifying the home. One country home does not have the sweet home look they should have in order to keep the boy and girl at home and on the farm. We need more flowers and such things that bring pleasant thoughts and memories into our minds and keep them there.

Everyone can grow flowers, shrubs and the like, of any variety, if a little common sense and effort is put into it. He gave names of some hardy roses and other shrubs and he also gave suggestions on artistically arranging flower beds and borders, so that the home will be a second spot of happiness for those who live there.

The other homes were put up in a hurry and very little thought was given to arrangement. The coming generations will build their homes for their own enjoyment and pleasure and really get more out of life. We can't take the dollars with us when we go and why not get the best out of life while we are here.

Following this the ladies served refreshments and the meeting adjourned. About one hundred people, including twenty-six school children, attended this meeting. The whole community is enthusiastic about it.

The first meeting was held in December when Mr. W. E. Spreiter, county agent, and Mr. Rasmussen, organized the club. Eleven families became members at that meeting. In January a meeting was held by the club, a short program was given and refreshments were served after the business meeting.

The February meeting brought a larger crowd and now the club has seventeen members.

Love's Tragic Path

When I was sixteen I met a handsome youth, two years my senior. I cared for him and, apparently, he cared for me. At this age I was very sensitive and shed tears over every little thing, and once in a while over things he said. For my birthday I received a package which I knew was from him because of his handwriting. I ran to my room to open it, and when I did what I beheld left an onion placed in the middle of a square box with a card saying, "Now cry." I did, but not from the effects of the onion, but of a broken heart. That was enough. Exchange.

Light Affects Wood

There is a figure which may be brought out prominently in certain kinds of woods, mostly those of tropical origin, says the American Forestry Magazine. This is variously known as rose, ribbon grain, feather grain, etc., and appears as narrow to broad longitudinal stripes, alternating light and dark. This is due, not to actual differences in color, but to the way in which the light is reflected by the different layers.

Trim Him

"Trim little craft, that wife of yours, old man." "Craft? Well, she's a revenue-cutter, anyway."—Boston Transcript.

WHEN THE KIDDIES SUFFER FROM COLDS

CHILDREN'S colds should not be neglected one instant. Have Dr. Bell's Pine-Tar-Honey on hand, and give them some as directed. It helps in relieving irritation and loosens that hard packed phlegm. Clears the air passages.

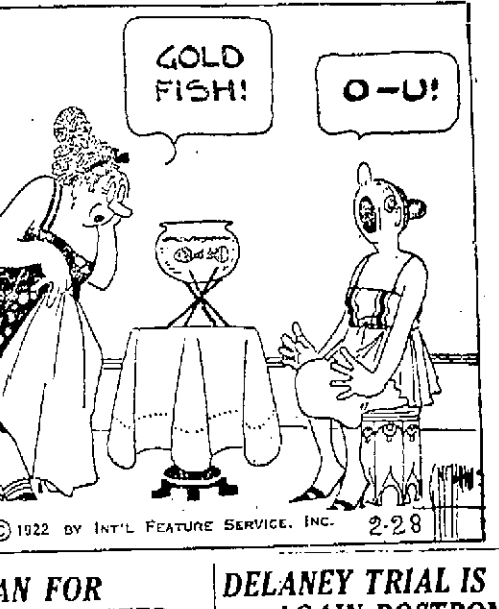
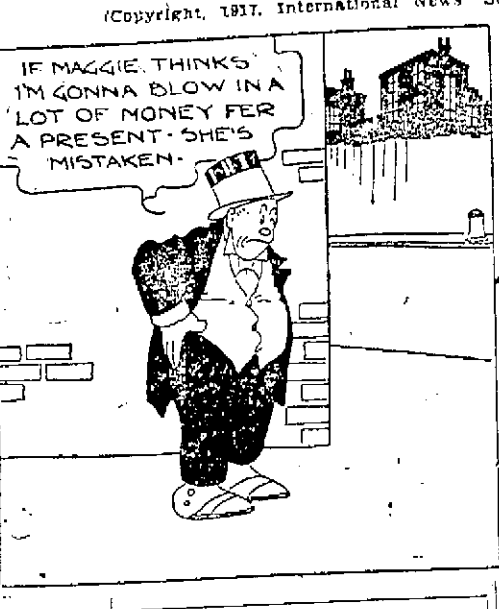
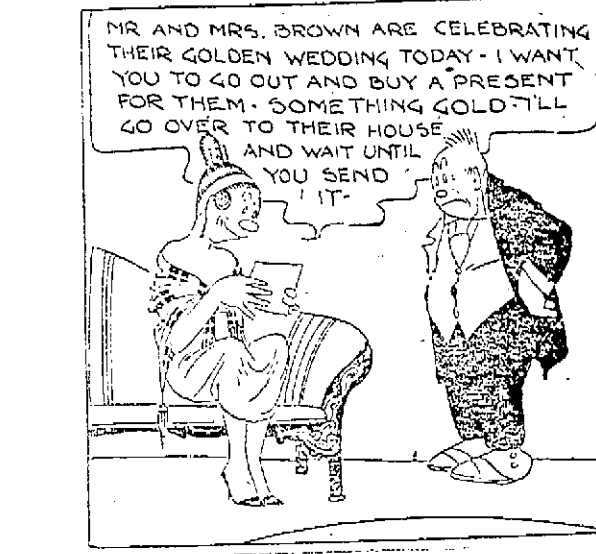
Take Dr. Bell's Pine-Tar-Honey yourself for that heavy cold. Get a bottle from your druggist today, 30c.

Dr. Bell's Pine-Tar-Honey for Coughs and Colds

BAKE-RITE BREAD at JOHN LIER 1641 George St.

PEACE AND CONTENTMENT ARE TO BE FOUND IN "FOOL'S PARADISE" See Friday's Paper.

BRINGING UP FATHER



BARBER APPEALS TO BADGERS TO AID IN SAVING WILD LIFE

Sleet Storm Has Covered With Ice Food Supply of Birds and Wild Animals

MILWAUKEE, Wis.—The wild animals and birds of Wisconsin are facing the most serious food problem in years, as a result of the sleet and storm of last week, W. E. Barber, chairman of the conservation commission, declared today in urging people of the state to aid in saving them from starvation.

The storm, he said, has formed a coating of ice, which covers every vestige of their food-supply. Unless grain and other food is distributed, he warned, the wild life of the state will suffer severely.

Word has come to the commission from some sections of the state telling that wild animals are being driven by hunger to gather about farm yards, expecting to find food. Mocks of starved grouse and partridges have been discovered in some localities.

"The conservation commission urges the public in general to assist in this emergency to save the wild life of the state," Mr. Barber said. "Warnings and solicitations have been sent to all sportsmen's clubs of the state and orders were issued to all conservation wardens to purchase and distribute food to the birds but this emergency demands that the public give its assistance in averting a dangerous calamity that will befall the birds and animals of this state unless a proper supply of food is distributed where it will be available for them."

"Every citizen can perform a distinct service in assisting at this particular time and until the weather

Public Debate

Editor La Crosse Tribune and Leader-Press:

Please permit me, through the columns of your paper, to make an appeal to everybody to feed our winter birds, now that the ground and even the trees and all shrubbery is covered with a sheet of ice.

Our birds are a real asset far greater than most people realize. Those that stay with us during the winter often find it hard to secure sufficient food to keep alive though such perils as this when all weed seeds in the fields are weighted down with a solid covering of ice. Even the birds of the trees are so covered as well as the bark, thus practically shutting off their food supply entirely.

It should be remembered that without bird life agriculture would be impossible and the forests and shade

Made Paradise for Birds

A naturalist is the last person in the world one would expect to succeed as a farmer. They won't plow a field if a bird has its nest there. John J. Audubon, greatest nature student of his day, bought 40 acres at Carmanville, on the Hudson, to do some farming. The best part of his property was fenced in for deer, elk and wolves. His orchard, 200 trees of apples, pears, plums, apricots and peaches, was left as a paradise for birds—it was Audubon's study. However he had no scruples against fishing and caught 200-pound sturgeons in the Hudson.

Neighborhood Rivalry

"Every time I buy anything, Mrs. Gadsden goes straight to town and gets something just like it," said Mrs. Twobble, fretfully. "I don't know what we are going to do about that, my dear," said Mr. Twobble. "Still, if we had a place to keep it, I might buy you a cesspool. I understand they are hard to duplicate."

SOME people judge coffee by price—real coffee lovers judge it by taste.

Once you try Thomas J. Webb Coffee you'll agree that no better coffee can be had at any price.

At your grocer

Make Your Home Beautiful With Flowers

We specialize on reasonably priced flowers and can supply you right now, fresh every day, with Roses Carnations, Sweetpeas, Violets, Narcissus, Freesias, Heliotrope, Snapdragons, Calla and Easter Lilies, Hyacinths, Tulips and Alysium—or a pretty blooming plant—all our own products.

We cordially invite you to step into our new store, 512 Main street and take a look around. We won't feel hurt if you do not buy.

La Crosse Floral Company, Inc.

New Store—512 Main Street—Next to Majestic Building. Phone 238.

Sisters in beauty

Two pretty girls, sharing the same beauty secret, although one lived 3,000 years ago. Girls who both know that a fresh, smooth, radiant skin is not only woman's greatest charm, but one within the reach of every woman.

For pretty girls used Palmolive in the days of ancient Egypt, just as they do today. The crude combination of palm and olive oils which served as beautifying cleanser was the inspiration of the familiar Palmolive cake, famous for its mildness the world over.

Modern science, with all its progress, can find no milder, more soothing cleansers than these two ancient oils. It can only perfect their combination and offer it in the most efficient and convenient form.

Gives a perfect skin

To state that just washing your face every day will give you that all-desired, fresh, smooth skin may sound too simple to be true. But such cleanliness is the foundation of complexion beauty, for this reason:

The accumulations of dirt, oil and perspiration, cold cream and powder must be removed or they will collect and clog the tiny pores which compose the surface of the skin.

Such clogging enlarges, which soon results in coarse texture, and the imbedded dirt causes blackheads, and when it carries infection, eruptions follow.

There is no beauty in such a neglected skin, which repels when it should attract, and prevents popularity and social success.

Soothes while it cleanses

Some women will complain that soap is too harsh, that it ages and dries their skin. This proves they are using the wrong soap.

The smooth, creamy lather of Palmolive soothes while it cleanses. It removes every trace of injurious dirt and skin accumulations, and secretions, leaving the face becomingly soft and smooth, with radiant freshness and natural color.

The use of cosmetics isn't harmful if the basis is a skin that is thoroughly, healthfully clean. In case of dryness, apply your favorite cold cream both before and after washing.

Arms and shoulders should be kept smooth and white and hands must be beautified.

Use Palmolive for bathing and these results are insured, with the comfort of a skin which always feels luxuriously smooth.

Not extravagant at the price

If Palmolive was a very expensive soap, such advice would mean extravagance. But the firm, long wearing cake of generous size costs only 10 cents.

The reason is gigantic production which keeps the Palmolive factories working day and night and the importation of the bland, mild oils in the vast volume which reduces cost.

Thus, this finest facial soap, which if made in small quantities would cost at least 25 cents, is offered at the popular price which all can afford for every toilet purpose.

THE PALMOLIVE COMPANY
MILWAUKEE, U. S. A.
THE PALMOLIVE COMPANY OF CANADA, Limited
TORONTO, ONT.
Also makers of a complete line of toilet articles

Not for face alone

Don't forget that your neck and throat are also conspicuous for skin beauty or the lack of it, and that this is where age first shows.

Volume and efficiency produce 25-cent quality for only **10c**

STATE BOARD OF CONTROL INSPECTS SCHOOL AT SPARTA

Build Superintendent's Cottage Soon; Mrs. Van Kirk Dies at Farmers' Valley

SPARTA, Wis.—For the first time in many years, the full membership of the state board of control, met in the city of Sparta, last week, in conference to work connected with the State School for Dependent Children. The members present were, George Harris, Henry Thorne and Mrs. O'Brien, and will be broken as soon as possible for the new residence for the superintendent. Two new cottages at Madison are now being equipped to care for crippled children, and as soon as these are in shape, Dr. Prince will take down 25 from the local institution, to receive treatment at that place.

Mrs. Anna Beckholz Van Kirk died at the family home in Farmers' Valley, February 17. She was born in Madison, in 1859. When she was a small child her parents moved to Ontario. In 1888, she was united in marriage to Mr. Ed Van Kirk, and since then, they made their home in Sparta and in Farmers' Valley. She is survived by her husband, one son, George Van Kirk, and two daughters, Mrs. Frank B. Miller and Mrs. James L. Foster, both of Sparta. One son died in infancy. Six grandchildren also survive her, and two brothers and four half-brothers, and five sisters. Funeral services were conducted by Rev. B. D. North, pastor of the Methodist church, from the residence in the valley, and interment was made in Mount Hope cemetery.

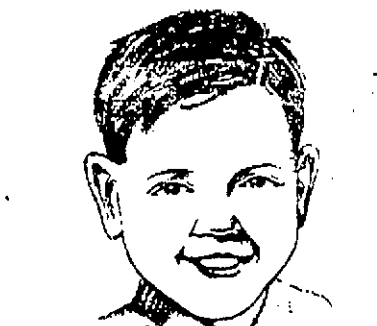
The remains of Mrs. Anna Chamberlain arrived in Sparta from Madison and burial took place in Woodlawn cemetery. Mrs. Chamberlain was a former Sparta resident and was at one time a teacher in the public schools of this city.

At the adjourned annual meeting of the Congregational church, held Thursday evening of last week, the plans for improvements on the church property were discussed.

The trustees were instructed to have blue prints made, and to receive bids on two plans, one less expensive than the other, and to make a report at a meeting to be held by the next future. The plans involve a better dining room, a new kitchen, improved Sunday school equipment, and a new heating plant.

Whistling Hare From Mount Everest One of the results of the expedition to Mount Everest was the discovery of whistling hare which was found on the sides of the great mountain. Although the expedition did not succeed in getting to the top, it was declared that Mount Everest was the easiest of the Himalayas to climb and it is hoped to get to the top sometime when the conditions are favorable. The height of the mountain has hitherto been reckoned as 29,002 feet, but the latest computation gives it as 29,111.

The Sponge's Story Sponges of ten years and they small or once half that time. They are gathered at their best in the waters of the Mediterranean sea, around Greece and Italy, Asiatic Turkey, Dardanelles and Cyprus. When taken from the water they resemble a piece of meat which is not exactly fresh and they get their brown color only after being thoroughly washed. Sometimes it is necessary to submit them to a bleaching process. Sponges are grown from seed in some of the Florida waters.



Youth Craft Hair and Scalp REMEDY

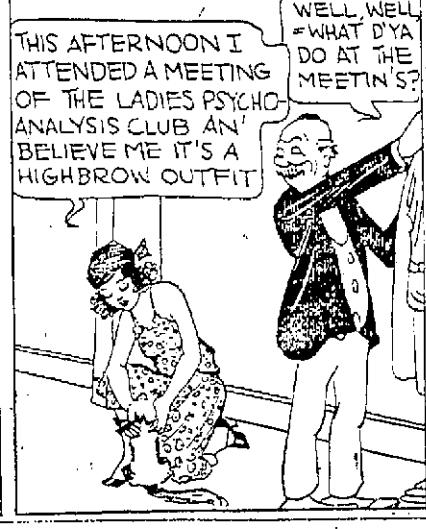
Mothers should watch their children's heads for dandruff to avoid troublesome scalp affections. Youth Craft positively prevents and removes dandruff, stops the itching and puts the scalp in a healthy condition. Nature can then supply the elements for a thicker, softer and more lustrous growth. Results guaranteed. No oils, dyes, no odor and but 1% of alcohol. At all Drug Stores and Toilet Counters. Ask for Youth Craft and accept no other.

BAKE-RITE BREAD at HEGGE STORE 732 Rose St.

USE COMMON SENSE TRADE ON 12th & JACKSON

ARE YOU LIVING IN A "FOOL'S PARADISE" See Friday's Paper.

THE AFFAIRS OF JANE



BY YOUNG

A REAL Highbrow CLUB

GUN HELD BY SON KILLS FATHER WHILE RIDING IN SLEIGH

Alex Rooney, a farmer, residing near Charfield, 35 years old, died after having received the accidental discharge from a gun carried by his son, Clary, aged 20, while hunting. Mr. Rooney and his son were driving in a sleigh, the son stated, when a branch of a tree, weighed down by snow, brushed into the sleigh box and, catching the trigger of the shotgun held by the son, discharged it, the entire load taking effect in the older man's right knee. The accident occurred at about 3:30 p. m. A doctor was called almost immediately, but the injured man died an hour and a half later from loss of blood.

Her Alimony Includes a Loaf of Bread

The Turkish girl is wedded with a great ceremony to a man she has never seen. The lady is escorted to her home by her friends and she is accompanied by a couple of loads of furniture which comprises a part of her dowry. After entering his house, the friends leave her along with her husband and he is then privileged to remove the "foreign" or National veil, and then he sees the face that he must look at daily for some little time. The veil is being discarded now and is used only in the more remote sections of the country. Divorce is somewhat easy and in this case her part of the alimony is a daily loaf of bread.

Miles of Wire in This Apparatus

A million-volt transformer of 1,000 KVA capacity is being built by a leading electric company for its experimental laboratory at Trafford City, Pa. The windings of this transformer contain nearly 70 miles of wire. The terminal bushing is the largest ever built in the West—inghouse shops. Special machines had to be fitted to turn the bushing on this account. Its length is 19 feet, it is 4 1/2 inches in diameter. The static shield will be 10 feet in diameter and 20 inches deep. The bushing will weigh about 9,000 pounds when completed.

The Safety of the Sea

For all that is said about the perils of the sea, you are just about ten times as safe on a ship as on land. One man in every 2,200 is fatally hurt by an accident on land; on the ocean only one person in 22,000 suffers accidental death.

TRAGEDIES LIKE KNICKERBOCKER THEATER COLLAPSE CANNOT OCCUR IN WISCONSIN DECLARES ENGINEER

MADISON, Wis.—"The Wisconsin public is safe in public buildings. Tragedies like that of the Knickerbocker theater in Washington recently cannot happen in our state," says W. C. Muehlenstein, building engineer and member of the Wisconsin industrial commission. "We owe that safety to the building code, which has been worked out by the industrial commission and was adopted in 1915."

"The building code is a model after which other states or municipalities are drafting theirs. Wisconsin shares with only two or three other states the advantage of having public buildings built and maintained fire-safe and stable," Mr. Muehlenstein pointed out.

"If the old Knickerbocker building in Madison would have had the fire-safe structure which this code requires from all buildings erected since 1915, the fire could not have spread as easily as it did."

Modern buildings, as that of the Strand theater, the Parkway theater, and recently erected bank-houses in Madison comply with the regulations of the Wisconsin building code; in case of fire, parts of the buildings can be shut off effectively; the foundations, walls, heating plants—in short, the entire structure of these buildings is approved by the industrial commission.

When a new house is being built

Advertisement DYED HER FADED SKIRT TO MAKE CHILD A DRESS

Each package of "Diamond Dyes" contains directions so simple that any woman can dye or tint faded, shabby skirts, dresses, waists, coats, sweaters, stockings, hangings, draperies, everything like new. Buy "Diamond Dyes"—no other kind—then perfect home dyeing is guaranteed, even if you have never dyed before. Tell your druggist whether the material you wish to dye is wool or silk, or whether it is linen, cotton, or mixed goods. Diamond Dyes never streak, spot, fade, or run.

GALESVILLE WINS FIRST IN LIVESTOCK JUDGING CONTEST

A district livestock judging contest for schools was held at West Salem Feb. 25. Mr. E. Lindie, Monroe county agricultural agent, acted as official judge. The results follow: Galesville, first; West Salem, second; Holmen, third; Madison, fourth. The Galesville team consisted of Arnold French, Clinton Johnson and Earl Trim.

The highest scoring men: Arnold French, Galesville, first; James McElwain, West Salem, second; Nat Schuman, Holmen, third. The Galesville team was awarded a trip to Madison where they will take part in the state contest, March 24.

The Empty Bin and Bowl

The Ukraine, which has been known as the sugar bowl and flour bin of Europe, is pretty nearly empty, and it is a question whether the country has enough to keep its own people until the next harvest. The wheat crop last year was hard hit by reason of the absence of the snows which allowed the seed to be frozen in the ground for lack of protection granted by the mantle of snow.

ALL TAXES PAID UP BY AMERICAN FIRMS SAYS MEXICO CITY

MEXICO CITY.—American oil companies with producing wells in Mexico, have paid all the export taxes due under the decree signed by President Obregon February 2, 1915, stated at the treasury department. Approximately 15,000,000 pesos were received.

Grades are now in force on potatoes, apples, honey and cheese. Their enforcement is compulsory with farmers who are subject to prosecution for evasion or refusal to comply with the regulations. Approximately one half of the cheese produced in the United States comes under the new grading rules of the department of markets.

CASCARETS 10¢

For Constipated Bowels, Sick Headache, Sour Stomach, Bilious Liver

The nicest cathartic-laxative in the world to physic your liver, and bowels, and you will feel splendid. "They work while you sleep." Cascarets never stir you up or gripe like Salts, Pills, Calomel, or Oil and they cost only ten cents a box. Children love Cascarets too.

Wrigley's P-K

AFTER EVERY MEAL
WRIGLEY'S P-K
CHewing SWEET
 PEPPERMINT FLAVOR

This peppermint flavored sugar coated gum is a delight to young and old. It "melts in your mouth" and the gum in the center remains to aid digestion, brighten the teeth and soothe the mouth and throat. There are the other WRIGLEY friends to choose from, too:

"After Every Meal"
 WRIGLEY'S DOUBLEMINT CHEWING GUM PEPPERMINT
 WRIGLEY'S JUICY FRUIT CHEWING GUM THE FLAVOR LASTS
 WRIGLEY'S SPEARMINT CHEWING GUM THE PERFECT GUM LASTS MINT LEAF FLAVOR



THIS IS THE INTERIOR OF THE BEST EQUIPPED DAIRY BARN IN LA CROSSE COUNTY. IT HOUSES THE FAMOUS HERD OF HOLSTEINS OWNED BY

Ferndale Stock Farm

CALVIN L. JENKS, Mgr., Holmen, Wis. FERNDALE STOCK FARM is stocked with an accredited Pure Bred Holstein herd. The dairy barn is flooded with an abundance of fresh air and sunshine along with fresh water supplied with individual drinking cups which makes it an ideal place for the cow to live while producing her milk. Milking is done by a mechanical milk-er which keeps the milk in a closed container until it is taken to the cooling room.

Every quart of the wonderful milk given by this herd is contracted for by the BANNER LUNCH

We want you to test for yourself the excellence and purity of this milk and cream. Drink it as a beverage, or have it served in any of the many ways we have prepared.

GET THE HABIT OF DRINKING THIS MILK EVERY DAY.

We Are Standing Back of La Crosse County Milk Week

In The MOVIES

JACKIE COOGAN—RIVOLI

Jackie Coogan does the "shimmy" in his latest picture "My Boy," which is now at the Rivoli Theater. And the manner in which he does it will bring shrieks of laughter from anyone who sees it.

Jackie Blue, the part this little actor plays in the picture, is on his way to a drug store to get a prescription filled for his friend and neighbor, the captain, who is confined to his bed with the rheumatism. Now Jackie doesn't have a cent with which to pay for the medicine, but he is hoping for fate to supply him with the funds.

On his way he stopped to watch an organ-grinder's monkey go through its tricks for the benefit of the crowd of onlookers. When coins were tossed at the monkey Jackie got an idea. Somewhere or other Jackie had learned to "shimmy" and he employed his knowledge to good stead. His efforts along that line were so successful that his cap was filled with money. In a short time, but when the crowd dispersed the little fellow grabbed all the dough and tried to escape with it. The manner in which Jackie gets his share of the proceeds of the entertainment furnishes delightful humor.

HOBBART BOSWORTH—MAJESTIC

Something new on the screen, a tremendous and thrilling fight to the death revealed only in the struggling figures of two furious men silhouetted against the paper walls of a Chinese wedding chamber. S presented in "The Cup of Life," Thomas H. Ince's big drama, which is featured on the Majestic Theater program.

The spectacular battle is waged by Hobart Bosworth, powerful, tall and with muscles of steel, and Niles Welch, a younger man, lighter than his opponent, yet sufficiently skillful and dexterous to wage an equal combat.

To film this particular scene, a most beautiful interior set, representing the wedding chamber of a Chinese home, was constructed, with every detail of Chinese architecture and decoration faithfully carried out. The room was plunged into complete darkness when all was ready for battle, but powerful searchlights placed outside the thin paper walls threw into bold silhouette the dark, grappling forms of the two men.

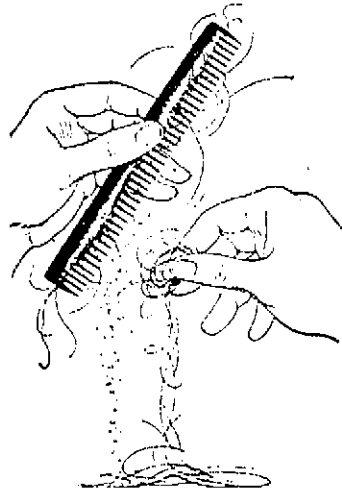
The effect secured is utterly unique and has been hailed as an important achievement in lighting and photography by all of those who have witnessed it on the screen.

WATCH VIOLA DANA

There's too much time and expense consumed by brides in arranging for their wedding gowns, according to the heroine of Viola Dana's newest picture, "There Are No Villains," at

DANDERINE

Stops Hair Coming Out; Thickens, Beautifies



PEACE AND CONTENTMENT ARE TO BE FOUND IN "FOOL'S PARADISE" See Friday's Paper.

Hot - Cross Buns

TOMORROW

And every Wednesday during Lent,

Do you remember the dandy HOT-CROSS BUNS we made last year?

They are going to be even better this year.

If your grocer cannot supply you order from us.

Ruplin Baking Co.

412 So. 4th St.

PLAY WILL BE PRESENTED AT TRINITY SCHOOL

Holy Trinity high school will present again tonight "The Sky," a revolutionary play in four acts at 7:30 p. m. The play was enjoyed by large audiences Sunday matinee and evening. The synopsis of the play follows:

Scene: The Italy wood house in South Carolina. Act I—Nancy Haywood comes to make her home with her aunt and cousin while her father serves in the army. Act II—Dick Haywood and Lieutenant Page spend a few days at home. Act III—Page is captured, British officers search for Dick. Dick makes the Haywood home their headquarters. Act IV—The British plans failed. The real spy discovered. Surrender in the name of the United States of America. Opening number—Concert March. Ensemble Chorus—Patriotic Medley. High school

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DOG ACTOR

"Strongheart" Stars in "The Silent Call" at Rivoli



The double intuition with which a dog can take a part in a screen drama is the revelation which will amaze all photoplay followers who will see

RIVOLI Theatre

TODAY and WEDNESDAY

The Kid's a Whiz!



A Smile, A Tear for every Kid from 8 to 80

He has a hundred new smiles for you; yes, and a sob now and then

Jackie Coogan

"My Boy"

And two-ree! Curwood Drama

PRICES 10c, 30c, 40c, plus tax.

A-A-AH!

HERE IT IS

Coming Thursday!

"STRONG-HEART"

THE WONDER DOG.

—IN—

"The Silent Call"

"Man, But that Dog is Magnificent!"

We saw this picture and tried to get it for a week—the demand for it is so great they only would let us have three days—it's a wonder.

COME EARLY. DON'T MISS IT!

"The Silent Call," which will be shown at the Rivoli theater this week. Unlike many human stars, Strongheart, the Belgian police dog who takes the leading role in the production, is not a victim of temperament. His art of acting, and he is an actor first and dog afterward.

This fact was fully demonstrated in the dog's attitude to the various characters in the drama during film production and off-set. The animal was almost ferocious towards William Dwyer, who plays the heavy in the cast. He growled and barked at the villain and when the critical moment of the story arrived, leaped for him with such realism that Director

COOPER'S CASINO

CONTINUOUS—1 to 11 P. M.

Prices: 10c and 20c—plus tax.

"Flower Of The North"

WITH

Henry Walthall and Pauline Starke

A James Oliver Curwood Picture.

TOMORROW

GARETH HUGHES

—IN—

"THE HUNCH"

ALSO PARAMOUNT MAGAZINE

Prices: 10c and 20c—Plus tax

LAST TIMES TODAY

GARETH HUGHES

—IN—

"THE HUNCH"

ALSO PARAMOUNT MAGAZINE

Tomorrow—VIOLA DANA

—IN—

"THERE ARE NO VILLAINS"

A picture where there's hardly standing room for all the laughs and thrills.

Comedy—"Sweetheart Days"

Comedy—"Sweetheart Days"

Comedy—"Sweetheart Days"

Comedy—"Sweetheart Days"

Comedy—"Sweetheart Days"

Comedy—"Sweetheart Days"

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Trumble almost stopped the scene and called it off. The dog's attitude was all the more remarkable because off-stage William Dwyer was the one person in the cast to whom he had shown special friendship.

A new "hydro-glider" just completed on the west coast is described in Popular Mechanics Magazine. It is said to provide all the thrill and speed of a hydroplane gliding on the surface of the ocean. In fact, it amounts practically to a flying boat without wings, and is driven over the surface of the water by an air-propeller motor at a speed of sixty miles an hour.

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LEE MORAN

"The Touchdown"

A Comedy

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Clark, Arnold

Damen

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